GOVERNMENT OF INDIA
MINORITY AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1319
ANSWERED ON:23.11.2016
Ustad Scheme
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Will the Minister of MINORITY AFFAIRS be pleased to state:

(a) the total number of artisans assisted under "Ustad" scheme since the last two years;

(b) whether any assessment is being made on the level of attainment the artisans have gained out of this; and

(c) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF MINORITY AFFAIRS
(SHRI MUKHTAR ABBAS NAQVI)

(a): The scheme "Upgrading the Skills and Training in Traditional Arts/Crafts for Development (USTTAD) was launched in May, 2015 and following activities have been taken up to assist the artisans:

(i) "Shilp Utsav" component of the scheme has been implemented through "National Minorities Development and Finance Corporation (NMDFC) to provide support to minority craftsmen/ artisans for marketing their products. NMDFC has held 8 exhibitions in the States of Haryana, Karnataka, Gujarat, West Bengal, Uttar Pradesh, Maharashtra and Delhi, including a "Hunar Haat" in the India International Trade Fair (IITF) 2016, and assisted 719 artisans to enable them to establish national and global market linkages.

(ii) The Ministry has also engaged Knowledge Partners viz. National Institute of Fashion Technology (NIFT) and National Institute of Design (NID) to work in various clusters for design intervention; product range development; packaging; exhibitions, fashion shows and publicity; tying up with e-marketing portals to enhance sales; and brand building. Both the institutions have identified total 36 craft clusters with 20-30 artisans in each cluster for their capacity building.

(b) & (c): As the scheme was launched only in May, 2015, it is not ripe for assessment.

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